

#### AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0036] with the following amended paragraph:

**[0036]** Referring to FIG. 3, set-top box 106 can receive a TV broadcast from a plurality of sources such as satellite source 324, wireless Multipoint Microwave Distribution System (MMDS) source 323, x digital subscriber loop (DSL) source 322, cable modem source 321, and a video server and tape machine source 316 via broadcast network 312. Insertion platform architecture 110 includes insertion server 303A, audio/video (A/V) decoder 313, repository 304A, properties, rules & logic 304B, pattern engine 305, insertion server 303B, A/V decoder 315, existing content file server 316A, existing content databases 316B, and multiplexer/encoder 314.